

## Taking Hold of the Big Picture—*Together, Everything Is Possible*

by **Russ Bodoff**

NHIA President

This issue of INFUSION focuses on the power of teams and teamwork. Whether in the workplace or on the baseball field, or even amongst members of a community such as ours, effective teamwork can produce incredible results. Within the alternate-site infusion field, we have observed teamwork at its finest. Each day, individual health care providers—physicians, infusion pharmacists, nurses, dietitians, among others—lend their expertise and come together in true partnership with the common goal of making a difference in the life of a patient. Honorable it is. At the same time, this caliber of collaboration allows for the delivery of cost-effective health care so important to the future of our nation's economy.

Through the years, I have had the good fortune of working with other amazing teams, colleagues, and managers who looked beyond their own individual roles towards the mission and greater good of the organization. I believe teamwork can be among the most exhilarating, most productive actions we can take to achieve our overall goals—and it need not, and should not, be limited to the confines of our individual companies. Teamwork among the NHIA membership is equally important and critical to the future success of our industry.

The spirit of collaboration is readily visible throughout many parts of the NHIA membership. I am proud to see how NHIA members have come together in times of crisis—such as fire, floods, tornadoes and other storm damage to help other infusion providers maintain critical service to patients. Helping a competitor in need during an emergency situation reflects our foundational commitment to patients and our philosophy that the patient's interest always comes first. In meetings on Capitol Hill, our industry's multi-disciplinary team approach to delivering home infusion services stands out as an excellent model of collaboration in the successful provision of cost-effective health care. And, hats off to the many talented professionals who regularly teach at NHIA's annual conferences, sharing their ideas on best practices and various case studies—and by so doing, helping to strengthen the quality of infusion care offered throughout the country.

Sadly, however, there are still some organizations that do not appear to want their employees to provide education at the conference in fear of "helping their competitors." Likewise, a number of companies have not thus far participated in the NHIA Industry-Wide Data Initiative for a variety of reasons. Yet, the vast wealth of new information that the data will provide is critical to the future success of our field—and to the success of each and every company that makes up our industry. The need remains for increased and broader participation in the NHIA data initiative. Companies that have participated to date both value our steadfastness for ensuring confidentiality and recognize the critical importance of being able to accurately understand the demographics of the field—while producing the data needed to best tell the home infusion story to policymakers in Washington.

Every time an NHIA member engages in a grassroots activity to help educate a member of Congress, that NHIA member is advancing our field and is helping all providers. Every time an NHIA member teaches colleagues about sound business practices and innovations within the field, that NHIA member is advancing our industry and is helping all providers. The stronger our field is, the stronger your own organization's opportunities are. *Simply put, when you strengthen the field, you strengthen your own company.*

We all know that alternate-site infusion is going through dramatic changes, presenting us with both risks and opportunities alike—and these changes will continue into the future. I believe we will succeed and respond positively to these developments, if we are able to do so collectively, as a team. Without a doubt, our ability to work together, to share information, and to drive a common and visible message in Washington will all be the true measures of our success. Unquestionably, we need to step out of our comfort zones and work together even more—to collaborate, share ideas, teach, innovate and build communities of trust to further the alternate-site infusion industry. And in this regard, I am optimistic.

You know the phrase, "Everything is Possible." I actually believe that. I do believe that not everything is easy, not everything happens right away, but when people collaborate together well, guided by a worthy purpose, everything is possible.

Regards,


